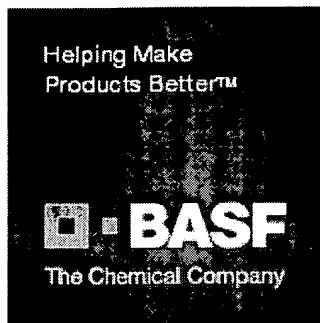


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BASF introduces Acronal Optive® 130 all-acrylic latex polymer

Delivering high performance at zero VOC for flat through semi-gloss paints

CHARLOTTE, N.C., October 28, 2002 -- BASF Corporation's Architectural Coatings Acronal Optive® 130, a technological breakthrough in exterior and interior architectural coatings. With just one polymer, flat, low sheen and semi-gloss paints can now be formulated without sacrificing critical paint performance and at a lower formulated cost.

Acronal Optive 130 provides formulators and manufacturers the ability to meet existing requirements while maintaining desired paint performance. For semi-gloss paints, Acronal Optive 130 provides scrub resistance, gloss, and wet adhesion in zero to 150 g/l VOC formulations. In flat and low temperature touch-up, high scrub resistance and superb thickener efficiency in zero VOC formulations.

This advancement in all-acrylic latex performance is a result of BASF's long-term development of technology innovations for the coatings industry. This product delivers a new, high level of performance at zero VOC - a significant step forward in the formidable challenge of reducing VOC. Acronal Optive 130 is composed of an all-acrylic backbone providing excellent outdoor durability and support for a wide range of applications. Acronal Optive 130 is a natural outcome of combined major developments in acrylic polymer technology and supply chain integration.

Acronal Optive 130 does not require a coalescent to form a film, giving the formulator the ability to add glycol or replace several polymers with one gives manufacturers an additional economic and environmental benefit. Acronal Optive 130 offers a strategic approach for formulators to meet the challenge of lowering VOC with no loss of performance. Manager Paul Newman. "There is no need to reformulate now and then again in a few years. Acronal Optive 130 demonstrates a new technology standard in supporting low VOC formulations and a supply chain that ensures the highest level of product quality and supply assurance."

Acronal Optive 130 is a leading example of BASF's sustained commitment and investment in the coatings industry. Acronal Optive 130 joins BASF's broad portfolio of innovative acrylic polymers optimized for the coatings industry, including products such as Acronal Optive 110 and Acronal Optive 230. For more information on business developments from BASF at www.basf.com/dispersions. See us at the Booth 2002 Exposition.

Acronal Optive® 130 all-acrylic latex polymer features:

One resin does all

- Flat through semi-gloss application
- Interior application
- Exterior durability

Meets or exceeds lower VOC regulations

- Excellent performance from 150 g/l down to zero g/l VOC
- One-time reformulation for current and future VOC reduction

Exceptional performance properties

- Excellent wet and dry adhesion
- High scrub resistance
- Superb block resistance
- Good stain resistance

Lower formulated cost potential

- No coalescent needed
- Excellent open time

BASF: Helping Make Products Better™

BASF is the world's leading chemical company, offering its customers a range of high performance plastics, coatings systems, dispersions, agricultural products and fine chemicals as well as being an industry leader in sustainable development, including environmental protection, safety and health. BASF had 2001 sales of \$29 billion and employs more than 90,000 people worldwide. BASF has offices in New York (BF), Frankfurt (BAS), London (BFA), Paris (BA) and Zurich (BAS). BASF is a public company, BASF AG, Ludwigshafen, Germany. In North America, 2001 sales were \$6.9 billion and it employs 14,000 people. For more information or to subscribe to receive news releases by e-mail, please contact media@basf.com.

Acronal Optive® is a registered trademark of BASF Aktiengesellschaft.

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